



business recycling solutions

Recycling – Good for Your Business, Good for the Environment

A Publication of the Sunnyvale Commercial Recycling Program

Local Focus

First Sunnyvale Business Certified “Green”

All Laser Service, a laser printer parts, supply and repair business, is the first private business in Sunnyvale to be certified by the Santa Clara County Green Business Program (greenbiz.sccgov.org). The Green Business Program recognizes businesses that are in compliance with all environmental regulations and meet program standards for conserving energy and water, preventing pollution and minimizing waste.

All Laser’s environmental actions include:

Using Energy Star equipment and fluorescent lighting throughout the office

Using window film to reduce heating and air conditioning costs

Requiring customers to return packaging

Reusing envelopes and boxes

Making two-sided copies

Recycling office paper, cardboard and beverage containers

Working with other businesses to reuse packing peanuts

Installing aerators on all faucets

If your business is ready to take the Green Business challenge, con-

tact Gretchen Hefner, Santa Clara County Green Business Specialist, at (408) 441-4329 for more information.

UPCOMING EVENTS



Business Hazardous Waste Drop-off Events

Jun. 17 • July 15 • Aug. 19

Qualifying businesses may participate by appointment only.

(408) 299-7300
www.hhw.org

Towards Sustainability Rethinking Product Design

What are the options for your products at the end of their useful lives? What types of waste are created during their manufacture? While there is an increased international and national interest in producer responsibility legislation, businesses are increasingly finding a competitive advantage in choosing to redesign products using what has been called a “cradle-to-cradle” mindset.

“Cradle-to-cradle” design allows for the perpetual circulation of materials in closed loops rather than creating waste materials, which are sometimes hazardous, during manufacture or at end-of-life for disposal (the more common “cradle-to-grave” design). Using this innovative mindset, businesses are minimizing the materials used to create their products, maximizing material value without damaging ecosystems, and phasing toxic pollution and waste out of the manufacturing process.

Businesses can benefit from this rethink in design through decreased disposal and hazardous material handling costs and decreased material costs. These benefits can improve the bottom line while growing a company’s marketing strategy, improving customer and public relations and protecting the environment.

To find out how your business can benefit from a rethink in design, check out:

Cradle to Cradle: Remaking the Way We Make Things by *William McDonough & Michael Braungart*, or visit www.mbdc.com/c2c_home.htm

Natural Capitalism: Creating the Next Industrial Revolution by *Paul Hawken, Amory B. Lovins, and L. Hunter Lovins*, or visit www.natcap.org

Biomimicry: Innovation Inspired by Nature by *Janine Benyus*, or visit www.biomimicry.net

Refuse Report Minimizing Illegal Dumping

If illegal dumping is a problem at your business, there are some preventative steps that you can take to help deter it:

Lock bins and/or enclosures.*

Keep garbage area free of debris

Report the person and/or vehicle illegally dumping to Public Safety at (408) 730-7110. Call 911 if dumping is in progress

Since your business is responsible for the cost of removing any garbage left at your site, take action to help prevent illegal dumping.

*Locks and lock service are available from the City at a nominal charge.

Refuse Contact
City of Sunnyvale Utilities
(408) 730-7681

Recycle It!

Free Recycling Starter Kits Available

The California Department of Conservation is now offering comprehensive beverage container Recycling Starter Kits. The kit is designed specifically to help businesses implement beverage container recycling and includes the following items:



- A beverage container recycling bin (pictured left)
- Introductory information pack including:
 - “Thank You” letter with state and local contact information
 - CRV program flyer
 - “8 Easy Steps” flyer
 - Small recycling posters
 - Recycling bin sticker (for turning any trash can into a recycling bin)

Two versions of the kit, one for bars/restaurants and the other for offices, are available. Visit www.bottlesandcans.com/start.php or call 1-800-RECYCLE (732-9253) to request a kit.

Business Recycling Solutions is available online at www.sunnyvalerecycles.org

Recycling Contacts

Specialty Solid Waste & Recycling
Cardboard Recycling Service
(408) 566-1804

City of Sunnyvale
Commercial Recycling Program
www.sunnyvalerecycles.org
(408) 730-7484
jbenabente@ci.sunnyvale.ca.us

Your Inquiries

Q Can you clarify how my business should be handling unwanted computer monitors and other electronics?

A Due to their hazardous components, computer monitors, televisions and other electronic equipment should NOT be disposed of with regular garbage. In fact, it is unlawful to dispose of Cathode Ray Tubes (CRTs), contained in TVs and computer monitors, in the garbage. Working electronics can be sold or donated, thereby prolonging their useful life. Nonfunctioning electronics should be recycled by an organization equipped to handle them.

Beginning January 1, 2005, the California Electronic Waste Recycling Act established a fee to help pay for the development of recycling opportunities for “covered electronic devices” (CED). This electronic waste recycling fee, ranging from \$6 to \$10 depending on screen size, will be charged on the following CEDs sold in California:



CRTs
liquid crystal display (LCD) computer monitors
laptop computers
LCD and plasma screen TVs (beginning in July, 2005)

The State will manage collected fees which will be used to provide payments to authorized collectors and recyclers. The intent of the fee is to reduce or eliminate costs associated with properly recycling these types of products.

Visit www.eRecycle.org for additional information including a list of electronic waste recyclers.

Send your questions to jbenabente@ci.sunnyvale.ca.us.

Printed on 100% Recycled Content Paper, 50% Post Consumer Waste, with Soy-based Ink.

Free Recycling Starter Kits Available
Minimizing Illegal Dumping
Rethinking Product Design
First Sunnyvale Business Certified “Green”

Inside

City of Sunnyvale Recycling Program
P.O. Box 3707
Sunnyvale, CA 94088-3707



PRSRRT STD
US Postage
PAID
Sunnyvale, CA
Permit No 112